



# Region 8

**Applicant:** Northwest Michigan Council of Governments/  
Northwest Michigan Works!

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**Partners:** Northwest Michigan Council of Governments/  
Northwest Michigan Works! Agency

**Counties Included:** Emmet, Charlevoix, Antrim, Kalkaska, Grand Traverse  
Leelanau, Benzie, Manistee, Wexford and Missaukee

## Regional Highlights:

Region 8 is a sizeable area in the northwestern corner of the Lower Peninsula. The Northwest Michigan Council of Governments and its Michigan Works agency will engage business community stakeholders in the ten-county region to develop a shared set of strategies, goals, and priorities for the regional workforce. None of the counties in this region are in an area covered by the WIRED grants.

## One-Knock

The Northwest MWA currently has a “one-knock” system in place for integrating services to employers through its geographically assigned Business Liaison staff. This approach customizes services to meet specific employer needs through access to all partners participating in the One-Stop Delivery systems. The area’s coordinated regional strategy will allow the Northwest MWA to expand its current partners and refine their business liaison system to improve its effectiveness. These expanded elements will also be of further use for distressed companies in order to prevent layoffs and plant closures.

## Community Information

The Region 8 partners will utilize focus groups and other methodologies to improve and supplement accessible community information about existing regional assets that can be used to attract and retain talented workers. Current data collection systems will be expanded with the new information gained through this initiative additional collaboration.